



Warning: The Surgeon General Has Determined  
That Cigarette Smoking Is Dangerous to Your Health.

(Kings) 17 mg "tar," 1.1 mg nicotine av. per cigarette, FTC method. May 79.  
100's 16 mg "tar," 1.1 mg nicotine av. per cigarette, FTC method. May 79.

Marlboro Red or Longbow 100's—  
you got a lot to like.

**Come to where the flavor is.  
Come to Marlboro Country.**

LEO BURNETT U.S.A.

Ad No. 429-SADORE COAT-GA-Big, No. 9874-Pag. 4-5, Brand-AV, X 119 m.-National Magazine, INC.